



## Kin Canada's Resource Library - Resources to Help Your Club Succeed

The new Kin Canada website was launched in March 2013 and a new feature, the Resource Library, was created to help your club succeed.

Resources range from job descriptions and project checklists to ice breakers and recruitment tips.

### Resource Library folders include:

1. Awards
2. Campus Club Resources
3. Club Resources
4. District & Zone Resources
5. Governance
6. Healthy Clubs
7. Marketing
8. New Members
9. Presentations
10. Recruitment
11. Rejuvenation Series
12. Risk Management
13. Service & Projects

Go to [kincanada.ca/resource-library](http://kincanada.ca/resource-library) to download resources from these folders. Note: You must log in to access the library.



[www.facebook.com/kincanada](http://www.facebook.com/kincanada)



[www.twitter.com/kincanada](http://www.twitter.com/kincanada)

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## Is it easy to find your club on the internet?



**(Because that's where most people — especially youth — are looking for information!)**

LAUREN SCHLAHT, COMMUNICATIONS COORDINATOR

### People are looking for your club

Did you know the Find a Club page on [www.kincanada.ca](http://www.kincanada.ca) was the second most frequented page on our national website in the 2012-13 Kin year? With over 11,500 hits (8,800 of them unique), it was second only to our homepage!

With the new Find a Club feature that launched in March 2013, potential members, volunteers and others have been able to search for your club and access what you've submitted as *general* club contact info. Finding club information online is crucial to keep up with the technological and web-based world we live in today.

If your club has a website, make sure it's listed on [www.kincanada.ca/find-a-club](http://www.kincanada.ca/find-a-club) because we currently only have about 100 club websites. Or, if you don't have a website but do have a club Facebook fan page, you may submit it for the Find a Club feature.

### Get online now!

When people consider joining an organization, they want to know what that organization does, why it would be a good decision to join and so on. Increasingly, more and more people go to the internet to find the answers to their questions. Give potential members and volunteers the information they need to learn about your club because websites are arguably the cheapest and easiest marketing tool you can create these days.

Consider making at least a very simple site with a Home, About, Projects, How to Get Involved and Contact Us page. You can use WordPress.com and pay \$30 a year for an ad-free website with your chosen URL. Or, you can use WordPress.org if you want additional features and a more robust site. You would simply need to buy a hosting package for a low monthly fee and register a domain.

Check out the presentation called Building an Easy Club Website Using WordPress. The files from this presentation include all you need to know about buying a hosting package and explain how easy it is to install WordPress on your new site. This information is in the Resource Library of the Member Centre under the folder Presentations > Building a Club Website.

### The importance of a general club email address

Don't forget to make a general club email address. When you have a generic email such as [info@YourClubName.ca](mailto:info@YourClubName.ca), your email won't change every time you change your club's contact person or president. Instead of switching personal emails every year, you can just give another member access to the club's generic email.

If your club doesn't own its own domain, set up a generic email through Google such as [MyCityKinsmen@gmail.com](mailto:MyCityKinsmen@gmail.com)

If you have any questions or would like advice, contact Lauren Schlaht, Communications Coordinator, at [lschlaht@kincanada.ca](mailto:lschlaht@kincanada.ca).

## Order Kin Canada rack cards and brochures for the new Kin year!



**Catchy.  
Convenient.  
Concisely  
Informative.**

Rack cards are the perfect size to leave at your local Chamber of Commerce or municipal building. They are also great for lobbies, waiting rooms and to hand out.

What about club booths and tables or while you're doing a service project? Once you've engaged a potential member or volunteer, leave them with an informative brochure.

Is there a Welcome Wagon group that greets newcomers to your area? Ask to put Kin material in their welcome basket.

You can customize the back of both the brochures and rack cards with contact and meeting information.

Don't miss an opportunity to get the word out about your club and the many benefits of membership.

Order some today! E-mail Lauren at [lschlaht@kincanada.ca](mailto:lschlaht@kincanada.ca)

## Didjano...

- ... **the National dues billing is due back at National by November 15?** The billing was included with this mailing.
- ... **the Annual Insurance Reporting Form and your proof of incorporation filing for 2012 is due back at National by November 15?** Information was included with this mailing.
- ... **the Annual Insurance Reporting Form will no longer be mailed to clubs?** The form can be completed at [www.kincanada.ca](http://www.kincanada.ca) > Member Centre > Risk Management > Insurance Reporting Form Update.
- ... **clubs (including campus clubs!) can order club-specific logos from Nadyne Esson?** Email [nesson@kincanada.ca](mailto:nesson@kincanada.ca) or call 1-800-742-5546 ext 204.
- ... **National Day of KINDness is on Saturday, February 22, 2014, in honour of Founder's Day?** Project packages for clubs will be available for order in the near future and will include: project overview, random act ideas and KINDness cards to pass on the KINDness!
- ... **there's a new award, the Members Award of Excellence?** It aims to continue to build upon the objectives of the Maple Leaf Award of Distinction and the Founder's Award for Achievement. Learn more in the Member Centre of [www.kincanada.ca](http://www.kincanada.ca) > Awards > Individual Awards.
- ... **around 2,030 people like us on Facebook?** Are you one of them? Check out our page at [www.facebook.com/kincanada](http://www.facebook.com/kincanada).
- ... **Club President or Governor rings can be ordered directly from Jostens?** Check out the Kin Sales link at [www.kincanada.ca](http://www.kincanada.ca) for more information and pricing.
- ... **Kin Canada is once again offering Accident Benefits for its members at \$1.80?** Look for more information in this mailing.
- ... **Choice Hotels, General Paint, HKMB Hub, Mortgage Intelligence and Enterprise Car Rentals are part of our Member Discount Program?** Visit [www.kincanada.ca/partners](http://www.kincanada.ca/partners) for more information about all of our program partners, including preferred fundraising partners.
- ... **the 94th Annual National Convention will be hosted by Kin Canada HQ in Toronto, ON from August 15-17?** Plan to attend next year's KINvention - more details to come.
- ... **you can order all of your club supplies from HQ?** The sales division has been brought back in-house! To place an order, call 1-800-742-5546 ext. 212 or email [smarchment@kincanada.ca](mailto:smarchment@kincanada.ca).
- ... **the October 2013 issue of KIN Magazine has tons of highlights from the 2012-13 Kin year and National Convention 2013?** Other topics include how to properly acknowledge sponsors, capturing a great publication photo, member highlights and more.



**WANTED**

**CANDIDATES  
FOR  
NATIONAL  
DIRECTORS**

**Districts  
2•4•6•8**

**Purpose:**

The office of National Director representing Kin Canada is one of great responsibility. As a member of this board, the team works on the vision and direction of Kin Canada with the ultimate goal of enhancing the quality of life of every Canadian. We achieve this through our core value system of Compassion, Accountability, Integrity and Respect (CAIR).

**Terms of Office and Responsibilities:**

National Directors are elected at their respective District Conventions. Their term of office will begin July 1st of 2014 and end on June 30th 2016. The first meeting of the National Board of Directors attended by the new National Directors will be at National Convention 2014. Attendance at the Board meetings (four per year, one being held at National Convention), monthly video conference calls, interim Board committee work and follow-up are required.

**Qualifications:**

As a board member you must be in good standing from a Club in good standing and the following assets would be beneficial:

- Proven communication and presentation skills
- Financial and strategic planning skills
- Previous senior District experience
- Familiar with the Carver Model of Policy Governance
- Have the ability to work on a team as well as independently with proven results
- Working knowledge of programs such as Microsoft Excel, Microsoft PowerPoint and Microsoft Word

**District Process:**

Each district has an identified process for the election of its National Director. Please contact your District Governors for information on the election process.

**NOTE:** Pursuant to National Board Policies, board members are ineligible for membership on National Operations Committees, District or Zone Executives and the position of club president.

## National Committee Updates

### Membership

The NMC is promoting the Get On Board! Rejuvenation Series program. It was designed to help address retention issues within clubs. Once we've built stronger clubs and engage members, we will be in a better position to attract and recruit new members. Check out the program at [www.kinCanada.ca/rejuvenation](http://www.kinCanada.ca/rejuvenation).

*Bick Trinh, Member Relations Coordinator,*  
[btrinh@kinCanada.ca](mailto:btrinh@kinCanada.ca)

### Risk Management

Last year we introduced Accident Benefit (AB) insurance for non-member volunteers. The policy will be available again, and you're no longer limited on how many "blanks" you can have. The policy previously allowed you to only pay for two "blank" spots; you could only get coverage for up to two volunteers. But now, you can sign up and pay for as many "blanks" as you need for only \$3.00 per

volunteer per year. To use this policy, you must contact HQ with the names prior to needing the coverage. Without names there will be no coverage available to the volunteers. More AB information is in this package.

*Mélanie Nieson, Risk Management  
Coordinator, [mnieson@kinCanada.ca](mailto:mnieson@kinCanada.ca)*

### Service

Mark your calendars for the National Day of KINdness on Saturday, February 22, 2014. More information about the day and how to order KINdness kits is in this mailing.

Don't forget to use our online reporting form to record each of your service projects (available under the Reporting tab in the Member Centre). We are always looking for project ideas to share with clubs.

Also be sure to check out our service resources in the Resource Library of our Member Centre on [www.kinCanada.ca](http://www.kinCanada.ca).

*Carmen Preston, Office Manager*  
[cpreston@kinCanada.ca](mailto:cpreston@kinCanada.ca)

### Charter & Expansion

University of Calgary has 22 students waiting for their charter night to become official members of Kin Canada! The C&E Committee is looking for clubs interested in sponsoring a campus club. Consider co-sponsoring with another club in your area. Also, Kin Canada's Cyber Clubs is coming together - what a great way to get past members involved again.

*Mélanie Nieson, Risk Management  
Coordinator, [mnieson@kinCanada.ca](mailto:mnieson@kinCanada.ca)*

### Awards & Recognition

The Members Award of Excellence was introduced at Convention 2013. The objectives, criteria and management tools are available online in our Member Centre under Individual Awards, as well as in your Awards Brochure. The goal is to promote and reward leaders of the Association.

*Bick Trinh, Member Relations Coordinator,*  
[btrinh@kinCanada.ca](mailto:btrinh@kinCanada.ca)

The Hal Rogers Endowment Fund (HREF) was established as a legacy to Founder Hal to promote, encourage and sponsor educational programs and activities.

Applications for new trustees are now being accepted for the Board of Trustees that manages the fund. Members dedicated to keeping Founder Hal's passion for education alive are asked to put their professional skills and Kin-related experience to work.

In addition to awarding bursaries to post-secondary students from across Canada, the board is responsible for promoting the HREF and encouraging clubs to fundraise for this worthy fund. There are six trustees with two new members selected each year. The term of office is three years, ending June 30, 2017.

**Responsibilities:** Most meetings are held by conference call; the Annual General Meeting is held at National Headquarters in Cambridge, ON in the spring. All board members selected in February 2014 are required to attend this meeting. Transportation, accommodation and meal expenses are provided.

Committee tasks include: secretary/treasurer duties, developing promotional and communication material, writing reports/articles and providing information to clubs and members.

**Qualifications:** You must be an active member in good standing of a club. Teamwork and effective communication is critical. Other beneficial qualities include: computer skills, public speaking, fund-development and promotion/marketing.

**Application Deadline:**  
**February 1, 2014**

The application form is available at [www.kinCanada.ca/apply](http://www.kinCanada.ca/apply)

For more information contact:  
Carmen Preston at National HQ  
1-800-742-5546 or [cpreston@kinCanada.ca](mailto:cpreston@kinCanada.ca)



**2013-14 Kin Canada Bursary Recipient:**

**Brittany Danishevsky:**  
University of Guelph

**Volunteer Work:** Her own

organization, Chance Through Dance. Kids Help Phone Ambassador. Children's dance instructor.

**High School:** Athletic Council President, Student Ambassador, Volleyball and Cross Country Team, Dance Team Choreographer/Captain, Peer Tutor.

"Thanks to the Kin Canada Bursary, I can now spend less time worrying and working to pay off my school fees, and instead put my focus on the things I love; volunteering, dancing, and getting involved for the good of all. Thank you Kin Canada, for not only assisting in the payment of my school fees, but giving me the ability and time to continue succeeding in my future endeavors."

## Club-Specific logos

Have you requested your club-specific logo? You can get a professional, high-quality logo that can be used on your promotional materials, website, social media and more.

Let's get Kin recognized anywhere in Canada! If your club hasn't yet signed a master licensing agreement (or you're not sure) email Nadyne Esson, Marketing Coordinator, at [nesson@kinCanada.ca](mailto:nesson@kinCanada.ca).



**Kin Canada**  
**Drayton Valley**  
**Kin Club**



**Kin Canada**  
**Kinsmen Club**  
**of Coaldale**



**Kin Canada**  
**St. Marys**  
**Kinetite Club**

## Upcoming National Conventions

Has your club ever hosted a Kin Canada National Convention? Are you interested in adding even more to your Kin resume? Why not consider hosting one of our upcoming National Conventions! Each year, hundreds of members travel from all over Canada to attend our National Convention.

These Conventions will need hosts:  
**96th National Convention - D7 & Quebec**  
**97th National Convention - Ontario & Manitoba**  
(Note what regions are eligible to host)

For more information about hosting a National Convention or if you'd like to fill out an Intent Form, contact Bick Trinh, Member Relations Coordinator:  
[btrinh@kinCanada.ca](mailto:btrinh@kinCanada.ca)  
800-742-5546 ext. 207

## Kin Canada Staff

Kin Canada  
1920 Rogers Dr. Box 3460  
Cambridge, ON N3H 5C6  
1-800-742-5546 [kinhq@kinCanada.ca](mailto:kinhq@kinCanada.ca)

Ric McDonald  
Executive Director & CEO

Carmen Preston  
Office Manager

Susanne Marchment  
Administrative Assistant

Melina Hayward  
Member Services Coordinator

Bick Trinh  
Member Relations Coordinator

Mélanie Nieson,  
Risk Management Coordinator

Nadyne Esson  
Marketing Coordinator

Lauren Schlaht  
Communications Coordinator